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01/15/2004

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EXAMINER

DICKERSON, CHAD S

ART UNIT

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PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/759,866	Applicant(s) OBRADOVIC ET AL.	
	Examiner Chad Dickerson	Art Unit 2625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☐ Responsive to communication(s) filed on 1/15/2004.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-20 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-20 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 1/15/2004 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Claim Rejections - 35 USC § 102

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

2. Claims 1-20 are rejected under 35 U.S.C. 102(b) as being anticipated by the PODi PPML Templating 1.0 handbook.

Re claim 1: The PPML Working Group discloses PPML Templates: Methods and Workflows, said method comprising:

defining independent portions of a variable data print (VDP) campaign such that the VDP campaign includes a design portion, a rules portion and a variable data portion (i.e. in the PPML Template shown on page 2, an illustration shows the three independent areas of the Variable data print (VDP) being defined. On page 8 in the job setup, the design of the document is defined and the decisions regarding the placement of the variable data is also defined. The rules are also defined in the process to determine the variable data chosen to be placed on the document. The rules in the document are created and stored to be used later in order to allow the system to be enabled for automatic production; see pages 2-11); and

defining inputs and outputs associated with each of the portions of the VDP campaign (i.e. the inputs for the different portions are defined to initially describe the

characteristics of the document instance. Then the inputs are then used to determine the overall outputs of the PPML document's variable data on the design portion based on the rules; see pages 2-11).

Re claim 2: The teachings of the PPML Working Group are disclosed above.

The PPML Working Group discloses the method of claim 1, wherein the outputs for the variable data portion of the variable data print campaign comprise a Personalized Print Markup Language Template (PPMLT) data element (i.e. in sections 2.3.2 and 2.3.3 of the specification, the PPML Template workflow and the conventional variable data workflow are being described. Regarding the variable data, the databases in both systems generate variable data records. This variable data record is packaged in a DATA element and is transmitted to a Template Consumer, which executes the template; see pages 8 and 9).

Re claim 3: The teachings of The PPML Working Group are disclosed above.

The PPML Working Group discloses the method of claim 2, wherein the outputs for the variable data portion of the variable data print campaign additionally comprise a first PPMLT data structure element (i.e. in the output of the variable data or any data that is expected by the PPML Template script, an optional DATA_STRUCTURE element describes the structure of the data. This not only includes variable data, but this also includes the layout, or design, of the template; see pages 17-27).

Re claim 4: The teachings of The PPML Working Group are disclosed above.

The PPML Working Group discloses the method of claim 1, wherein the outputs for the design portion of the VDP campaign comprise a PPMLT template (i.e. the actual design, or layout, is placed in the PPML template instance. The output of the code of the layout to the system includes the PPML template merged with rules to create the documents the code represents; see pages 7-10, 17-27).

Re claim 5: The teachings of The PPML Working Group are disclosed above.

The PPML Working Group discloses the method of claim 4, wherein the outputs for the design portion of the VDP campaign additionally comprise a second PPMLT data structure element (i.e. a DATA_STRUCTURE element can occur within a TEMPLATE or DATA element. The DATA_STRUCTURE element that occurs within the TEMPLATE performs the feature of having a second PPMLT data structure element within the TEMPLATE that represents the output of the overall content of the PPML document, which will be used to generate the PPML Instance document; see pages 17-27).

Re claim 6: The teachings of The PPML Working Group are disclosed above.

The PPML Working Group discloses the method of claim 4, wherein the outputs for the rules portion of the VDP campaign comprise data formatted with respect to the PPMLT template (i.e. in the data element, code related to the rules can be sent to the system to be placed in the TEMPLATE. The DATA_MAPPER used can format the data into the form expected by a PPML Template script; see pages 17-29).

Re claim 7: The teachings of The PPML Working Group are disclosed above.

The PPML Working Group the method of claim 4, wherein the outputs for the rules portion of the VDP campaign comprise a PPMLT data mapper element (i.e. when the rules are output to the system within a DATA element. The DATA element output to the system can be accompanied by a DATA_MAPPER in order to ensure that the correct format of the DATA is given to the PPML template script for the input; see pages 17-29).

Re claim 8: The teachings of The PPML Working Group are disclosed above.

The PPML Working Group discloses the method of claim 7, wherein the outputs for the rules portion of the VDP campaign additionally comprise a third PPMLT data structure element corresponding to an input format of data that is to be used by the PPMLT data mapper element (i.e. the INPUT_DATA_STRUCTURE element describes the data format of the data being converted by a DATA_MAPPER element. The DATA element used in the system can include the rules, layout or that variable data that is able to be input into the system and placed on the template for document output; see pages 27-32), and a fourth PPMLT data structure element corresponding to an output format of data that is to be provided by the PPMLT data mapper element (i.e. the OUTPUT_DATA_STRUCTURE describes the data format of the output generated by the DATA_MAPPER element's script; see pages 27-33).

Re claim 9: The teachings of The PPML Working Group are disclosed above.

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The PPML Working Group discloses the method of claim 1, further comprising:

using the inputs and outputs defined for the rules portion of the VDP campaign such that of the rules portion is prepared independently with respect to at least one of the variable data portion and the design portion (i.e. in the system, the rules are prepared and stored on a medium in electronic form to be used to help ensure automatic production. The rules are created separately from both the layout and the variable data in order for the system to determine what variable data goes on the layout when the template with the layout is presented to the system; see pages 2-16).

Re claim 10: The teachings of The PPML Working Group are disclosed above.

The PPML Working Group discloses the method of claim 1, further comprising:

using the inputs and outputs defined for the variable data portion of the VDP campaign such that the variable data portion is prepared independently with respect to at least one of the design portion and the rules portion (i.e. the variable data is chosen, or arranged on the page, when the document layout, or design, is created and the rules already encoded in the system looks at the template of the document and makes decisions in order to personalize a document. The variable data is chosen once the template describing the layout is sent to a producer and the producer chooses the variable data based on the rules encoded in the system; pages 2-16).

Re claim 11: The teachings of The PPML Working Group are disclosed above.

The PPML Working Group discloses the method of claim 1, further comprising:

using the inputs and outputs defined for the design portion of the VDP campaign such that the design portion is prepared independently with respect to at least one of the variable data portion and the rules portion (i.e. in the system, the layout, or design, is arranged by a graphic artist or an agency, and then the layout is sent to a producer. The producer looks at the template and decides what type of variable data is to be placed on the template based on how the rules encoded in the system are met. The layout in this example is setup or arranged separately and independently from both the rules and the variable data; see pages 2-16).

Re claim 12: The PPML Working Group discloses PPML Templates: Methods and Workflows, said system comprising:

a dynamic variable data print (VDP) workflow system operative to receive information corresponding to independent portions of a VDP campaign (i.e. in both the conventional variable data workflow and the PPML Template workflow, a dynamic variable data print workflow system is described to receive information regarding the different portions of a PPML document. Both system receive the layout, uses the earlier encoded rules to refer to a database to obtain variable data to place within the template based on the rules; see pages 2-16),

the VDP campaign comprising a design portion, a rules portion and a variable data portion (i.e. in the PPML Template shown on page 2, an illustration shows the three independent areas of the Variable data print (VDP) being defined. On page 8 in the job setup, the design of the document is defined and the decisions regarding the

placement of the variable data is also defined. The rules are also defined in the process to determine the variable data chosen to be placed on the document. The rules in the document are created and stored to be used later in order to allow the system to be enabled for automatic production; see pages 2-16),

the dynamic VDP workflow system being further operative to combine the information received to form a Personalized Print Markup Language Template (PPMLT) print job (i.e. the producer in the system is used to combine the graphic design of the layout with the determined variable data to be combined on the layout, based on the rules in order to form a PPML Instance document that will be transmitted to a consumer as a print job for printing; see pages 2-16).

Re claim 13: The teachings of The PPML Working Group are disclosed above.

The PPML Working Group discloses the system of claim 12, wherein the dynamic VDP workflow system is further operative to convert the PPMLT print job to a Personalized Print Markup Language (PPML) print job (i.e. the template used to form a document out of the layout and the combined variable data based on the rules are converted from personalized documents to a stream of PPML Instance document, which is analogous to a PPML print job; see pages 2-16).

Re claim 14: The teachings of The PPML Working Group are disclosed above.

The PPML Working Group discloses the system of claim 12, wherein the dynamic VDP workflow system comprises computer-executable instructions (i.e. in the dynamic

workflow system, a PPML Template Producer and Consumer are used. Both can be stand-alone applications. Both components can be on one device that has the built-in capability to perform a process. This built-in capability can be executable instructions to perform the producing or consuming process; see pages 2-16).

Re claim 15: The teachings of The PPML Working Group are disclosed above.

The PPML Working Group discloses the system of claim 14, further comprising:

a processor operative to execute computer-executable instructions (i.e. since the PPML Producer or Consumer can be a system-level driver, or a DFE (digital front end), these components can be considered as a processor. These components are able to execute the instructions related to their functions related to the producer and consumer; see pages 2-16); and

memory communicating with the processor, said memory storing the dynamic VDP workflow system (i.e. in the section regarding the workflow that executes the template 2.3.3, the functionality may be resident inside the PPML Consumer, which can be a processor that has memory that stores the instructions. This aspect of the specification describes the workflow functionality being stored inside the PPML Consumer and the Consumer using this functionality to perform the workflow different from the conventional system; see pages 2-16).

Re claim 16: The teachings of The PPML Working Group are disclosed above.

The PPML Working Group discloses the system of claim 12, further comprising:

a design system operative to communicate information corresponding to the design portion of the VDP campaign to the dynamic VDP workflow system, the information corresponding to the design portion comprising a PPMLT template (i.e. a producer in the system is used to generate a document template and this template is sent to the variable data workflow system. The template includes a designation of what areas may change. The layout is included in the template and the template is comprised of PPML. The PPML template is processed inside the Consumer in this part of the workflow; see pages 2-16).

Re claim 17: The teachings of The PPML Working Group are disclosed above.

The PPML Working Group discloses the system of claim 12, further comprising:

a variable data system operative to communicate information corresponding to the variable data portion of the VDP campaign to the dynamic VDP workflow system, the information corresponding to the variable data portion comprising a PPMLT data element (i.e. in the system of PPML template workflow, the variable data is communicated to the Consumer, which performs the part of the workflow, and the Consumer executes the rules of the template in order to obtain the respective variable data related to certain results of the rules. Since the DATA element is sent to the consumer, the consumer that performs the workflow within the system receives the PPML Template dataset; see pages 2-16 and 25).

Re claim 18: The teachings of The PPML Working Group are disclosed above.

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The PPML Working Group discloses the system of claim 12, further comprising:

a rules system operative to communicate information corresponding to the rules portion of the VDP campaign to the dynamic VDP workflow system (i.e. in the workflow system, the rules that are communicated to the Consumer, which performs a significant part of the workflow system, the rules are executed inside the consumer. The rules are executed once the template is executed in order to obtain the appropriate variable data; see pages 2-16),

the information corresponding to the rules portion comprising a PPMLT data mapper element (i.e. when the rules are output to the system within a DATA element. The DATA element output to the system can be accompanied by a DATA_MAPPER in order to ensure that the correct format of the DATA is given to the PPML template script for the input; see pages 17-29).

Re claim 19: The teachings of The PPML Working Group are disclosed above.

The PPML Working Group discloses the system of claim 12, further comprising:

a digital printing device operative to receive information corresponding to the PPMLT print job from the dynamic VDP workflow system and print the print job as hardcopy (i.e. shown on page 6 is an illustration of the information regarding the PPML documents being received by the digital print system, which processes the pages and prints the documents. The PPML merged document is blended using the PPML template to create a print job from the workflow concept shown in the system; see pages 2-16).

Re claim 20: The teachings of The PPML Working Group are disclosed above.

The PPML Working Group discloses the system of claim 12, further comprising:

means for printing the print job (i.e. shown on page 6 is an illustration of the information regarding the PPML documents being received by the digital print system, which processes the pages and prints the documents. The PPML merged document is blended using the PPML template to create a print job from the workflow concept shown in the system. It is understood that since the documents can be printed, a means for printing the print job is present in the system; see pages 2-16).

Conclusion

3. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.
4. Giannetti '010 (US Pub No 2005/0063010) discloses a system defining the graphic layout, the rules related to the variable data and the variable data to be input into the template of the overall layout. This reference reads on the independent claims 1 and 12 and most dependent claims.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Chad Dickerson whose telephone number is (571)-270-1351. The examiner can normally be reached on Mon. thru Thur. 9:00-6:30 Fri. 9:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Aung Moe can be reached on (571)- 272-7314. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

CD/ 
Chad Dickerson
September 19, 2007


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SUPERVISORY PATENT EXAMINER

9/28/07